

Broadcasting[®]

AUG 17

FIRST IN TELEVISION CABLE RADIO SATELLITE

- ┌ **BAYWATCH BASKS IN LIFE AFTER NETWORK / 15**
- ┌ **ELECTION UNLIKELY TO MOVE AND SHAKE KEY HILL INCUMBENTS / 24**
- ┌ **TV NETWORK REVENUE FLAT IN SECOND QUARTER / 31**



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CLINTON'S ARMY
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worked on the North Carolina Senate race of Harvey Gantt, a black businessman who ended up losing to Jesse Helms. She has worked on a host of Democratic campaigns, as well as consulted for public policy groups such as the National Women's Political Caucus.

In unofficial capacity at the campaign are *Designing Women* producers Linda Bloodworth-Thomason and Harry Thomason. Thomason helped produce and orchestrate the Democratic convention, and Bloodworth-Thomason produced a film biography of Clinton for the convention that is being turned into a half-hour spot.

The two primary press spokespeople for the campaign are Avis LaVelle and Dee Dee Myers. LaVelle, who heads the campaign's press operation, was press secretary for Chicago Mayor Richard Daley, Jr. Myers is the traveling press secretary, and has worked in various positions on a number of local, state and national Democratic elections, including those for Michael Dukakis, Los Angeles Mayor Tom Bradley and Walter Mondale. ■

government.

Jim Lake, part-time adviser to the campaign, served as communications director and press secretary for President Reagan's campaigns in 1980 and 1984. He heads up Robinson, Lake, Lerer & Montgomery, a lobbying firm that has represented Michael Milken and the Manville Asbestos Trust.

The most visible campaign handler these days is Mary Matalin, a former protege of and chief of staff for late Republican National Chairman Lee Atwater. Matalin, deputy campaign manager for political operations and the highest-ranking woman in the campaign, owes her current high profile to one of her recent daily faxes, in which she referred to the "bimbo eruptions" in the Clinton campaign. The White House denounced the release.

Campaign press secretary is Torie Clarke, formerly a press aide to U.S. Trade Representative Carla Hills and press secretary to Sen. John McCain (R-Ariz.). Insiders say she is a stronger force in the campaign than director of communications William Feltus, a Teeter protege, with whom her press duties overlap. ■

This Week

CLUES TO A CLINTON AGENDA / 3

The telecommunications agenda of Bill Clinton, lacking in specifics so far, may be deduced from his growing coterie of friends and volunteers.

BAYWATCH: GOING SWIMMINGLY / 15

Cost containment and an overseas audience enamored of the California beach scene have turned the network-originated and now-syndicated *Baywatch* into a financial and ratings success.

MAXISERIES COME TO AMERICA / 17

Turner Program Services hopes to launch two New World Entertainment "maxiseries"—the 65-episode *Secrets* and the 100-episode *Inheritance*—into syndication in 1993.

NEW ON NICK / 20

Nickelodeon will boost its share of original programming this fall, adding a two-hour block, called SNICK, on Saturday nights, a nature series on Sundays, and a weekend game show.

PUBLIC POP / 22

The Corporation for Public Broadcasting has invested \$1.7 billion



Baywatch, opening its second season on the rapids of the American River, scores as the highest-rated rookie entry among hour syndicated dramas (p. 15).

in *World Cafe*, a two-hour daily show of American and international popular music. Fans of the show say it will be the basis of a new format; its detractors argue the funds would be better spent elsewhere.

THEY'LL BE BACK / 24

Despite the electorate's apparent desire for a clean sweep of both houses of Congress, Democratic and Republican members at the forefront of Fifth Estate issues are likely to return in the next Congress.

NETWORK REVENUES UP / 31

Thanks mostly to some big events—like the *Academy Awards* (ABC) and the final-four NCAA basketball playoffs (CBS)—that fell in the second quarter this year rather than the first, network revenue edged up in the quarter.

ABC COMPRESSION TEST / 34

ABC will put digital video compression technology to work this week at the Republican National Convention, squeezing two broadcast-quality backhaul feeds into one fiber optic circuit from Houston to New York.

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Broadcasting's Ratings Week Aug 3-9

	ABC	CBS	NBC	FOX	
	10.1/17	9.8/17	18.3/31	NO PROGRAMING	
MONDAY					
8:00	31. Am Fun Hme Vid 8.5/16	21. Evening Shade 9.5/18	1. Summer Olympics 16.6/31		
8:30	37. Am Fun People 7.8/14	20. Major Dad 9.6/17			
9:00	16. ABC Monday Night Movie—Stephen King's "It", Pt. 2 11.0/18	18. Murphy Brown 10.4/17			
9:30		24. Designing Women 9.1/15			
10:00		19. Northern Exposure 10.0/17			
10:30					
TUESDAY	12.5/22	8.1/14	16.5/29	NO PROGRAMING	
8:00	15. Full House 11.1/21	27. Rescue: 911 8.9/16	4. Summer Olympics 15.4/29		
8:30	9. Home Improvmt 13.3/23				
9:00	5. Roseanne 14.5/24	39. CBS Tuesday Movie—To Be the Best, Pt. 2 7.7/13			
9:30	9. Coach 13.3/22				
10:00	12. 20/20 11.5/20				
10:30					
WEDNESDAY	6.8/12	6.8/12	17.4/31	8.7/15	
8:00	40. Wonder Years 7.6/15	69. Claymation 4.5/9	3. Summer Olympics 15.8/31	25. Beverly Hills 90210 9.0/17	
8:30	36. Wonder Years 7.9/14			32. Melrose Place 8.4/14	
9:00	48. Doogie Howser 7.0/12	53. Raven 6.4/11			
9:30	50. Doogie Howser 6.7/11				
10:00	58. Civil Wars 5.9/11	32. 48 Hours 8.4/15			
10:30					
THURSDAY	7.1/13	7.9/14	17.8/32	7.0/13	
8:00	53. Who's the Boss? 6.4/13	43. Top Cops 7.5/14	1. Summer Olympics 16.6/32	37. Simpsons 7.8/15	
8:30	40. Growing Pains 7.6/14			61. Parker Lewis 5.4/10	
9:00	63. Homefront 5.1/9	27. Street Stories 8.9/15		44. Beverly Hills 90210 7.4/13	
9:30		44. America Behind Closed Doors 7.4/13			
10:00	23. Primetime Live 9.2/16				
10:30					
FRIDAY	7.9/15	8.3/16	15.1/30	4.2/8	
8:00	32. Family Matters 8.4/18	56. Mary Tyler Moore 20th Anniversary 6.1/13	6. Summer Olympics 14.2/30	67. America's Most Wanted 4.7/10	
8:30	29. Step By Step 8.8/18			73. Sightings 4.2/8	
9:00	46. Dinosaurs 7.3/14	22. Very Best of the Ed Sullivan Show 9.4/18		76. Hidden Video 2 3.3/6	
9:30	52. Perfect Strangers 6.5/12				
10:00	35. 20/20 8.2/15				
10:30					
SATURDAY	5.3/11	5.9/13	14.4/30	5.1/10	
8:00	69. MacGyver 4.5/10	57. CBS Saturday Movie— Battling For Baby 6.0/13	8. Summer Olympics 13.8/30	61. Cops 5.4/12	
8:30				55. Cops 2 6.2/13	
9:00	69. Human Target 4.5/9			63. Code 3 5.1/10	
9:30		59. Jake and the Fatman 5.8/12		75. Vinnie & Bobby 3.7/7	
10:00	49. The Commish 6.8/14				
10:30					
SUNDAY	8.7/16	11.7/21	14.2/26	5.6/10	
7:00	65. Life Goes On 4.9/10	11. 60 Minutes 12.8/27	6. Summer Olympics Closing Ceremonies 14.2/26	74. Bill & Ted 3.9/8	
7:30				72. True Colors 4.4/9	
8:00	25. Am Fun Hme Vid 9.0/17	13. Murder, She Wrote 11.4/21		46. In Living Color 7.3/14	
8:30	29. Am Fun People 8.8/15			60. Rachel Gunn, R.N. 5.7/10	
9:00	17. ABC Sunday Night Movie—Jewel of the Nile 10.5/18	14. CBS Sunday Movie— Us 11.3/19		40. Married w/Childn 7.6/13	
9:30				50. Herman's Head 6.7/11	
10:00				65. Down the Shore 4.9/8	
10:30				68. Stand by Your Man 4.6/8	
WEEK'S AVGS	8.4/15	8.5/15	16.1/29	6.1/11	
SSN. TO DATE	11.2/19	12.4/21	11.8/20	7.5/13	

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

HOME SATELLITE NETWORK DEBUTS

Eclectic service boasts movies and nuns, could include want ads, personals

By Rich Brown

Access America Direct Broadcast Service, a new television network delivered to an estimated 8 million home satellite dishes in the U.S. and elsewhere, launched last weekend as a way for producers to purchase airtime on a national service at minimal cost.

The New Orleans-based service is expected to break even by selling four minutes an hour to individuals at a cost of \$60 per minute, according to entrepreneur Elvin Feltner, whose other holdings include three TV stations (WABM-TV Birmingham, Ala.; WNFL-TV Jacksonville, Fla.; and WTVX-TV West Palm Beach, Fla.), the 4,000-plus-title Krypton film library, and *All Night at the Movies*, a satellite-fed syndicated overnight movie programming service based on the Krypton titles. He is also chairman of the board of Channel America, the network that got its start on low-power TV stations across the country.

Feltner says possible uses of the airtime could include presenting or testing new film or video productions, sending personal messages and selling cars or other items. Corporations will be able to buy time on the channel at a cost of \$150 per minute. Among those already lined up to buy time on the eclectic 24-hour network is an order of Catholic nuns, who are running a show on their various missions.

"It's an access channel for anybody," says Feltner. Programming scheduled to air between time buys on the network will include movies from the Krypton library as well as such various sporting events as college wrestling and soccer.

Access America will serve the U.S., Canada, Mexico, and portions of Central and South America as well as the Caribbean. In addition to its home satellite dish distribution, Feltner says the company has been talking to some cable systems that have expressed interest in carrying the channel. ■

MORE TOOLS FOR SPOT CABLE BUYERS

As more ad buyers look to the spot cable business, the number of marketing tools continues to grow. Among the latest are a new guide produced by the American Association of Advertising Agencies and an expanded market-by-market cable spot ad directory published in conjunction with the Cabletelevision Advertising Bureau.

"A lot of the member agencies were looking for a guideline," says BBDO Worldwide's Pete Stassi, who developed the AAAA guidebook along with Bonita LeFlore of Ayer Incorporated and Sharron Lalik of D'Arcy Masius Benton & Bowles. Much has changed in the business since the association issued its last cable guidelines 10 years ago, he says.

"Ten years ago, there was a lot of blue sky," says Stassi. "Today, everything should be documented by research. The blue sky is gone."

Also reflecting the changing spot cable business is the latest edition of the Cable Spot Advertising Directory, the market-by-market planning guide that is double the size of previous editions. The directory is published by New Providence, N.J.-based National Register Publishing in conjunction with the Cabletelevision Advertising Bureau, which serves in an advisory capacity. Information featured in the directory includes the total number of cable households in each market and total retail consumer demand by market (see chart).

TOP-10 MARKET PROFILES

Market	Households	Cable TV Households	Median Household Income	Total Retail Consumer Demand
New York	6,779,822	4,113,140	\$47,554	\$126,220,790,000
Los Angeles	5,089,765	2,818,170	36,759	94,720,830,000
Chicago	3,035,894	1,568,230	35,523	55,559,080,000
Philadelphia	2,623,504	1,895,410	38,883	48,056,460,000
San Francisco-Oakland-San Jose	2,297,466	1,458,860	39,378	43,583,880,000
Boston	2,114,512	1,478,470	42,700	40,410,560,000
Washington	1,750,720	1,021,820	41,099	34,426,690,000
Dallas-Fort Worth	1,713,320	803,670	25,389	30,800,410,000
Detroit	1,723,478	1,021,990	38,563	31,776,000,000
Houston	1,435,759	743,700	24,649	25,254,860,000

Note: All data based on 1992 Cable Spot Advertising Directory. Household numbers and median household income reflect 1990 census figures; cable TV household numbers are based on Nielsen Media Research data as of July 1991, and total retail consumer demand is compiled by Equifax-National Decision Systems.

HEAD ENDINGS

FOX NET PICKS CABLE MEDIA FOR FOX SPOT

Cable Media Inc. has been chosen as the exclusive national spot advertising for those Fox Net cable stations where Fox has retained commercial rights and operates full-service sales and promotion staffs. There are currently four such Fox Net stations—Corpus Christi, Tex.; Dubuque and Waterloo, Iowa, and Washington, N. C.—reaching 140,000 cable households. Fox Net provides Fox television

programming to cable systems where viewers are unable to receive an acceptable signal from a Fox Broadcasting Co. affiliate.

NO TAX FOR ARIZONA PPV

Arizona state legislators have voted down a proposal to place a 3% tax on all cable pay-per-view events, according to the Arizona Cable Television Association. Legislators, who were looking to fund the state boxing commission, ultimately imposed a tax on live boxing events to fund the commission's budget.

Business

NETWORK REVENUE BARELY BUDGES

TV prices improved as end of second quarter got closer, but total network revenue ended up about flat; CBS did best, ABC next and NBC declined

By Geoffrey Foisie

For the three TV networks, advertising showed some signs of life in the second quarter. But weakness in that quarter's inventory sold in advance, or "upfront," weighed down more recent pricing improvements for the remaining second-quarter "scatter" inventory. As a result, combined underlying revenue for ABC, CBS and NBC was essentially flat.

The three-network revenue results reported last week under the auspices of the Broadcast Cable Financial Management Association showed a gain of 2.86%, to \$1,877,381,000, over the same period a year ago. The unaudited data were compiled by Ernst & Young for BCFM.

But the slight increase was skewed by special factors, including the fact that the *Academy Awards*, which generated an estimated \$25 million in revenue, fell in the second quarter this year, while it fell in the first quarter last year. Executives within the networks said that excluding these special factors, three-network advertising was flat-to-up-1%. Even with the reported increase the revenue total was still below that of two years ago.

Among the dayparts, sports was up 17.2%, to \$321.4 million, in the just-reported BCFM results, although this result, too, was largely if not completely a result of special factors. CBS aired its final-four NCAA basketball playoffs in the first quarter last year, but in the second quarter this year. Similarly, NBA playoff and championship series on NBC went longer this year.

The only other daypart to show a noticeable revenue gain—news—

TOTAL NET TV NETWORK REVENUES FROM TIME SALES

(Dollars in Thousands)

	Second Quarter 1992	% Increase (Decrease) from 1991	First Half 1992	% Increase (Decrease) from 1991
Prime Time	\$948,968	(1.58)	\$1,680,937	(8.38)
Late Night	84,725	(2.59)	145,675	(3.45)
A.M.	62,149	(2.51)	109,902	(6.34)
Daytime	230,889	2.31	438,107	3.78
Children	29,594	(4.31)	49,547	(6.44)
Sports	321,439	17.23	938,986	38.04
News	199,617	11.25	350,153	1.57
Total	\$1,877,381	2.86	\$3,713,307	3.06

Prepared by Ernst & Young for the Broadcast Cable Financial Management Association

which was up 11.3%, to \$199.6 million, also benefited from unusual circumstances. In the second quarter the daypart counted two additional shows: *Street Stories* and *Dateline NBC*. Also, several million dollars may have been recorded in news specials covering the presidential primary elections. Finally, the networks have added overnight newscasts since last year.

Because of the changes in news, sports and the *Academy Awards*, the 1.6% decline in prime time revenue was a little hard to read. But it has already been said by network executives that prime time scatter pricing in the second quarter was better.

The children's daypart, down 4.3%,

to \$29.6 million, was hurt some by the new FCC restrictions on children's advertising, which one network executive said may have cut 5% off the daypart's revenue. Among the other dayparts, daytime was up 2.3%, to \$230.9 million, despite NBC having abandoned its 10-11 a.m. programming.

Among the three TV networks, securities analysts estimated that CBS improved the most in the second quarter, up roughly 10%, according to Alan Kaßan of Morgan Stanley. ABC increased TV network revenue by 2%, said Jessica Reif of Oppenheimer & Co. If those estimates are correct, the implied change for NBC would be a revenue decrease of several percent. ■

Changing Hands

This week's tabulation of station and system sales (\$250,000 and above)

WLVE(FM) Miami Beach □ Sold by Gilmore Broadcasting Corp. to Paxson Enterprises Inc. for approximately \$16 million. **Seller** is headed by Jim Gilmore Jr., and is also licensee of WEHT(TV) Evansville, Ind. **Buyer** is affiliated company of Paxson Broadcasting, headed by Lowell Paxson, which recently acquired five stations in Orlando and Jacksonville ("Changing Hands," July 6). Paxson owns five AM's and eight FM's, including WINZ(AM)-WZTA(FM) Miami. WLVE has new age jazz format on 93.9 mhz with 96 kw and antenna 1,006 feet above average terrain. **Broker:** Blackburn & Co.

KZVE(AM)-KXTN(FM) San Antonio, Tex. □ Sold by TK Communications Inc. to Spectrum Broadcasting Corp. for \$12.65 million. **Seller** is headed by John Tenaglia and Robert Weary and also owns WSRF(AM)-WSHE(FM) Fort Lauderdale-Miami, WHOO(AM)-WHTQ(FM) Orlando, Fla., and KLUV (FM) Dallas-Fort Worth. **Buyer** is group of investors headed by former broadcaster and now investment banker John Palmer. KZVE has Spanish format on 1310 khz with 5 kw day and 280 w night. KXTN has country format on 107.5 mhz with 100 kw and antenna 1,514 feet above average terrain. **Broker:** Media Venture Partners.

KSKE-AM-FM Vail, Colo. □ Sold by Aspen-Vail Broadcasting Ltd. to American Broadcasting Systems for \$1.3 million. **Seller** is headed by Bill Varecka and principally owned by Henry Vara, who recently sold WJTC(TV) Pensacola, Fla. ("Changing Hands," March 2). **Buyer** is headed by partners Ron Shaffer and Tom Kearney and is also licensee of KHUM(FM) Lawrence, Kan.; KVVA-AM-FM Phoenix, and KBCR(AM)-KSBT(FM) Steamboat Springs, Colo. KSKE(AM) has country format on 610 khz with 5 kw day and 217 w night. KSKE-FM has classic rock format on 104.7 mhz with 100 kw and antenna 451 feet above average terrain. **Broker:** Jorgenson Broadcast Brokerage.

KKFX(AM) Seattle □ Sold by Radio Holdings Inc. to CMN Inc. for \$700,000. **Seller** is headed by Robert

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$1,444,000 □ 9

FM's □ \$16,960,000 □ 5

AM-FM's □ \$13,951,000 □ 3

TV's □ \$0 □ 0

Total □ \$32,355,000 □ 17

1992 to Date:

AM's □ \$136,438,163 □ 143

FM's □ \$165,272,409 □ 148

AM-FM's □ \$212,059,346 □ 102

TV's □ \$1,184,301,620 □ 39

Total □ \$1,698,071,538 □ 432

For 1991 total see Jan. 27, 1992 BROADCASTING.

Bingham, who also heads licensee of KCWT(TV) Wenatchee, Wash. (Spokane). **Buyer** is headed by Robert Day and has no other broadcast interests. KKFX is 5 kw fulltimer with urban format on 1250 khz. **Brokers:** William A. Exline Inc. and Weaver Broadcast Management.

WQEH(FM) East Hampton, N.Y. □ CP sold by Chester Associates Ltd. to East Hampton Broadcasting Group Inc. for \$300,000. **Seller** is headed by Marjorie Chester and has no other broadcast interests. **Buyer** is headed by Leonard I. Ackerman and Mickey Schulhof and has no other broadcast interests. WQEH is assigned to 96.7 mhz with 3 kw and antenna 298 feet above average terrain.

KORQ-AM-FM Abilene, Tex. □ Sold by Dennis Flam, bankruptcy trustee, to Burdon Wooten for \$290,000. Earlier sale ("For the Record," April 13) for \$4.928 million did not close. **Seller** also has interests in KXTQ(AM)-KKIK(FM) Lubbock and KMND(AM)-KNFM(FM) Midland, both Texas. **Buyer** is former radio general manager with no other broadcast interests. KORQ(AM) is fulltimer on 1340 khz with 1 kw. KORQ(FM) is on 100.7 mhz with 100 kw and antenna 1260 feet above average terrain. Stations simulcast AC format. **Broker:** Whitley Media.

SOLD!

KPDJ-TV, the Fox affiliate licensed to Vancouver, Washington has been sold by Columbia River Television, Inc., Jack F. Matranga, President to Cannell Communications, L.P., William A. Schwartz, Chief Executive Officer.

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ft.)—Granted transfer of control from Signal Communications Corporation of New Jersey to Northern New Jersey Radio Inc. for \$50,000. **Seller** is headed by W. Lawrence Patrick, and is transferring 20% equity interest in licensee. **Buyer** is headed by E. Burke Ross Jr. Trustees of E. Burke Ross Jr. Family Trust No. 1, sole limited partner of licensee, owns approximately 25% of stock of licensee of KOLLI(FM) Pine Bluff, AR, WPLR(FM) New Haven, CT, WKNN-FM Pascagoula, MS, and WGNE-FM Titusville, FL. Action July 24.

■ **KMGL(FM) Oklahoma City** (BTCH920319GT, 104.1 mhz; 100 kw, ant. 1,425 ft.)—Granted transfer of control of Renda Broadcasting from Anthony F. Renda to brother Frank A. Renda to set up irrevocable trust (see WJAS(AM)-WSHH(FM) Pittsburgh, below). Action July 30.

■ **KBEZ(FM) Tulsa, OK** (BTCH920319GU, 92.9 mhz; 100 kw, ant. 1,318 ft.)—Granted transfer of control of Renda Broadcasting from Anthony F. Renda to brother Frank A. Renda to set up irrevocable trust (see WJAS(AM)-WSHH(FM) Pittsburgh, below). Action July 30.

■ **KKCW(FM) Beaverton (Portland), OR** (BALH920312HP, 103.3 mhz; 100 kw, ant. 1,654 ft.)—Dismissed app. of assignment of license from Force II Inc. to Capstar Media of Oregon Inc., assignment represents merger that will be part of new company CF Media, consolidation of broadcast interests of Robert F.X. Sillerman (BROADCASTING, March 23). Included in merger is KODA(FM) Houston; KJQY(FM) San Diego, WSIX-FM Nashville; WJDS(AM)-WMSI(FM) Jackson, MS, and WSSL-AM-FM Greenville-Spartanburg, SC (see individual stations). Force II, headed by Norman Feuer, purchased station in January from Trumper Communications for \$21 million ("Changing Hands," Jan. 20). Feuer has approximately 6.9% voting stock of Noble Broadcast Group, licensee of 7 AM's and 10 FM's. Capstar Media is headed by R. Steven Hicks and Sillerman. Besides interests in Force II and Capstar, Sillerman has attributable interests in class B nonvoting stock of Group W Radio Acquisition Corp., licensee of nine AM's and eight FM's. He owns 100% of shares of licensee of WHMP-AM-FM Northampton, MA. He is also sole shareholder of company that is 50% general partner of licensee of WNEW(AM) New York. Feuer and Hicks will hold executive positions at CF Media. Sillerman will be president and CEO. Action July 27.

■ **KCKX(AM) Stayton, OR** (BAL920610EA, 1460 khz; 1 kw-D, 15 w-N)—Granted assignment of license from The Concord Group Inc. to Spotlight Communications Inc. for \$83,000. **Seller** is headed by Clifford A. Zauner, who has interests in KWBY(AM) Woodburn, OR. **Buyer** is headed by Don Craig, and has no other broadcast interests. Action July 28.

■ **WAMQ(AM) Loretto, PA** (BAL920612EA, 1400 khz; 1 kw-U)—Granted assignment of license from Sherlock-Hart Broadcasting Co. Inc. to Stevens Broadcasting Co. Inc. for \$55,000. **Seller** is headed by Edward Horak. **Buyer** is headed by Thomas P. Cox. Horak and Cox have 32.5% and 5% interest, respectively, in WBXQ(FM) Cresson, PA. Action July 28.

■ **WJAS(AM)-WSHH(FM) Pittsburgh** (AM: BTC920319GG; 1320 khz; 5 kw-U; FM: BTCH920319GR; 99.7 mhz; 10.5 kw, ant. 928 ft.)—Granted transfer of control of Renda Broadcasting

from Anthony F. Renda to brother Frank A. Renda to set up irrevocable trust. Included in transfer are licensee stations WEJZ(FM) Jacksonville, FL, and KMGL(FM) Oklahoma City and KBEZ(FM) Tulsa, both Oklahoma (see above). Anthony Renda owns licensee stations WECZ(AM)-WPXZ-FM Punxsutawney, PA. Action July 30.

■ **KZZB(AM) Beaumont, TX** (BAL920602EA, 95.1 mhz; 100 kw, ant. 500 ft.)—Granted assignment of license from TripleX Communications Inc. to Martin Broadcasting Inc. for \$70,000. **Seller** is headed by Jerry Condra, and has no other broadcast interests. **Buyer** is headed by Darrell E. Martin, and is licensee of KANI(AM) Wharton and KSSQ(AM) Conroe, both Texas. Martin is also 81% shareholder of licensee of KWWJ(AM) Bayton and sole shareholder of licensee of KFIT(AM) Lockhart, both Texas. Action July 28.

■ **KRBG(FM) Canadian, TX** (BAPLH911024HO, 103.1 mhz; 3 kw, ant. 300 ft.)—Dismissed app. of assignment of CP from Megahype Broadcasting Partnership to Advent Broadcasters, Inc. for \$45,000. **Seller** is headed by Marcus Jones, and has no other broadcast interests. **Buyer** is headed by Kaye Arwood (100%), who has been granted CP's for LPTV's at Texarkana, TX. Action July 28.

■ **KMGR-AM-FM Orem (Salt Lake City), UT** (AM: BAL920303EA, 1230 khz; 1 kw-U; FM: BAPLH920303EB; 107.5 mhz; 45 kw, ant. 2,850 ft.)—Granted assignment license from RVI Ltd. to US Radio II Inc. for \$400,000 ("Changing Hands," Jan. 20). **Seller** is headed by Thomas D. Willardson, and has no other broadcast interests. **Buyer** is headed by Ragan Henry, who is also purchasing WSLM-FM Salem, IN (see above). Action July 29.

■ **WARO(AM) Claremont, VA** (BTC920403EA, 670 khz; 20 kw)—Granted transfer of control within licensee Ultimate High Fidelity Medium Inc. for \$9,000. **Transferor** is David Moran, transferring his 50% of licensee. Moran has 51% interest in licensee of WKBA(AM) Vinton and WVZN(AM) Lynchburg, both Virginia, and is licensee of WMYT(AM) Carolina Beach, NC. **Transferee**, Richard P. Bity, has no other broadcast interests. Action July 30.

■ **KAQQ(AM)-KISC(FM) Spokane, WA** (AM: 590 khz; 5 kw-U; FM: 98.1 mhz; 94 kw, ant. 2,030 ft.)—Granted assignment of license from Lilac City Broadcasting Company to Silverado Broadcasting Co. for \$3.95 million ("Changing Hands," June 22). Assignment includes KWG(AM)-KSGO(FM) Stockton-Tracy, CA, selling for \$1.288 million (see above). **Seller** is subsidiary of Home News Co., headed by William W. Boyd, and recently sold WEVV(TV) Naples, FL ("For the Record," March 30). It is parent of licensees of WKPT(AM)-WTFM(FM)-WKPT(TV) Kingsport, WKPT(AM) Jonesborough, KYTD(FM) Santa Barbara, CA, and WINE(AM)-WRKI(FM) Brookfield, CT. It also publishes eight newspapers. **Buyer** is headed by Ronald Miller (75%) and John Winkel (25%). Miller owns licensee of KVIQ(TV) Eureka, CA, his wife, Diane, has interests in licensee of six TV's. Action July 27.

NEW STATIONS

Applications

■ ***San Luis Obispo, CA** (BPED920727MB)—Harvest Broadcasting Co. Inc. seeks 89.5 mhz; 3 kw, ant. 425 m. Address: 1300 South Woodland Drive, Visalia, CA 93277. Applicant is headed by J. Raymond Wahlen, and has no other broadcast interests. Filed July 27.

■ ***Herkimer, NY** (BPED920731MA)—Herkimer County Community College seeks 91.5 mhz; 35 kw (V); ant. -35 m. Address: Reservoir Rd., Herkimer, NY 13350. Applicant is headed by Ronald F. Williams, and has no other broadcast interests. Filed July 31.

■ **Harkers Island, NC** (BPH920721MD)—Sidney Popkin seeks 100.3 mhz; 51 kw, ant. 100 m. Address: 625 New Bridge Street, Jacksonville, NC 28540. Applicant has interest in licensee of WXQR(FM) Jacksonville, NC. Filed July 21.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,971	183	5,154
Commercial FM	4,683	950	5,633
Educational FM	1,548	296	1,844
Total Radio	11,212	1,429	12,641
Commercial VHF TV	557	13	570
Commercial UHF TV	581	165	746
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	1,497	193	1,690
VHF LPTV	463	138	601
UHF LPTV	804	829	1,633
Total LPTV	1,277	967	2,244
FM translators	1,901	383	2,284
VHF translators	2,509	72	2,581
UHF translators	2,394	373	2,767

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

¹ Includes off-air licensees. ² Penetration percentages are of TV household universe of 92.1 million.
³ Construction permit. ⁴ Instructional TV fixed service. ⁵ Studio-transmitter link.
 Source: Nielsen NCTA and Broadcasting's own research.

Broadcasting In Brief

The Westwood One Radio Network last week laid off 15 full-time news employees, or nearly 20% of the news staff at NBC Radio Network and Mutual Broadcasting System. Mutual and NBC also announced several changes in news programming, including the elimination of some feature programs and newcasts on the half hour. Mutual President Jack Clements said the cuts came in response to changes in affiliates' news demands. He added, "There's no question that declining network revenues have accelerated the process."

On Wednesday (Aug. 12) Senate Majority Leader George Mitchell, as expected, appointed **five senators to sit in conference on S. 12/H.R. 4850**, cable reregulation legislation (BROADCASTING, Aug. 10). Conferees are: Commerce Committee Chairman Ernest Hollings; ranking mi-

NSS POCKETPIECE	
(Nelson's top ranked syndicated shows for the week ending Aug. 2. Numbers represent aggregate rating average/stations/% coverage)	
1. Oprah Winfrey Show	16.3/231/86
2. Wheel Of Fortune	10.0/185/83
3. Jeopardy	6.4/204/86
4. Star Trek	5.7/243/86
5. Married... With Children	7.3/175/84
6. Tri Star Showcases II	7.3/175/87
7. NFL Geographic-A-Week	5.8/171/86
8. Entertainment Tonight	5.7/184/84
9. Current Affair	5.5/185/81
10. Cosby Show	5.5/185/88
11. Worldvision I	5.3/139/83
12. Inside Edition	5.2/133/87
13. Wheel Of Fortune-rund	5.0/160/75
14. Sally-Jenny Raphael	4.8/168/86
15. Donahue	4.7/212/86

nority member John Danforth; Communications Subcommittee Chairman Daniel Inouye; ranking minority subcommittee member Bob Packwood and subcommittee member Wendell Ford. The House

named its 11 conferees two weeks earlier. The conference is expected to yield a bill with rate regulation, program-access and must-carry/retransmission/consent provisions soon after Congress returns from recess Sept. 9.

Prime Ticket Network President **John C. Severino plans to retire** next month to explore personal interests and consulting opportunities. Former ESPN President Roger Werner, now president of Prime Sports Ventures, will become acting president of the Los Angeles-based regional sports network. Severino, a former president of ABC Television and GM of KABC-TV Los Angeles, joined Prime Ticket in October 1988.

The **Commission on Presidential Debates** is recommending the following dates and places for this year's debates: Sept. 22, Michigan State University; Sept. 29 (vice presidential) Louisville, Ky.; Oct. 4, University of San Diego; Oct. 15, University of Richmond.

MGM has named **Gary Marenzi** president of international distribution and worldwide pay television, filling a vacancy left by the resignation of Anthony Lynn in May. Marenzi will join MGM next month after spending the last three years as president of London-based United International Pictures (UIP) Pay TV Group, a joint venture of Paramount, MCAUniversal and MGM.

House Judiciary Committee Chairman **Jack Brooks (D-Tex.) won his jurisdiction battle with John Dingell (D-Mich.)**, Energy and Commerce Committee chairman, over the telco antitrust bill (H.R. 5096), which would place heavy restrictions on the regional Bell operating companies' entry into information services, including cable TV. Dingell argued that the bill directly affects communications policy and should have been considered by his com-

BUSH REFUSES TO DISCUSS AFFAIR ALLEGATIONS

The White House press corps last week found out that certain questions are off-limits when it comes to President Bush's personal life.

Bush lashed out against reporters for asking what he described as "sleazy" questions about an alleged extramarital affair with a former aide in 1984. The charges surfaced on Tuesday in a *New York Post* article based on a new book, "The Power House."

Bush first showed his distaste with the allegations at a news conference on Tuesday when CNN correspondent Mary Tillotson questioned him about the charges.

"I'm not going to take any sleazy questions like that from CNN," Bush replied. *The New York Times* reported that Bush spokesman Marlin Fitzwater was so enraged by Tillotson that he said she would "never work around the White House again." Fitzwater denied the report.

Later on Tuesday, Bush once again became indignant when asked about the alleged infidelity during a previously scheduled one-on-one interview with NBC News correspondent Stone Phillips. "I think the media needs a little discipline on this, to be very honest with you," said Bush, who then threatened to end the interview if the line of questioning continued. "I'm not going to take any sleazy questions," said Bush. "I gave you a little warning. You see, you're perpetuating the sleaze by even asking it in the Oval Office, and I don't think you ought to do that, and I'm not going to answer the question." The 30-minute interview, for *Dateline NBC*, was edited to a 14-minute piece, with the exchange included in its entirety.